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AMENDMENT

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Currently Amended)** A computer-implemented method of providing prices paid for purchased items, comprising ~~the steps of:~~

~~obtaining receiving information from a plurality of retail stores to determine an identification of a purchased item and a price paid for the purchased items item from a retailer after a predetermined number of purchases have been made from the retailer;~~

~~recording in a central price-paid database remote from the retailer retail stores at least one of an item the identification and the [[price-paid]] price paid for each of the purchased items by recurrently obtaining on a predetermined schedule from checkout computers at the retail stores said information about the price paid for purchased items item; and~~

~~publishing at least a portion of the price-paid database.~~

2. **(Currently Amended)** The method of Claim 1, wherein ~~the step of obtaining the information comprises further comprising:~~

~~obtaining receiving a customer identification associated with each the purchased item; and~~

~~recording the customer identification in the price-paid database.~~

3. **(Currently Amended)** The method of Claim 2, wherein ~~the step of obtaining a receiving the customer identification comprises:~~

~~receiving the customer identification based on a scan scanning at least one of a frequent shopper card, a credit card, a club member card, and or a debit card.~~

4. **(Currently Amended)** The method of Claim 2, wherein ~~the step of obtaining a receiving the customer identification comprises:~~

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receiving the customer identification based on a scan scanning at least one of a fingerprint, ~~retinal scan~~ a retina, and ~~or~~ a signature.

5. **(Currently Amended)** The method of Claim 1, 2, ~~wherein the step of obtaining the information comprises~~ further comprising:

~~recording the identification and the price paid for each of the purchased items in the checkout computer; and~~

~~recurrently uploading the recorded~~ receiving the identification and the price paid to a central computer containing the price paid database price paid.

6. **(Currently Amended)** The method of Claim ~~[[5]]~~ 1, further comprising:

~~comparing the price paid to an inventory list price;~~

~~recording at least one of the~~ receiving an inventory list price and ~~or~~ a price differential between the inventory list price and the price paid; and

~~recurrently uploading the at least one of the~~ recording the inventory list price and the ~~or the~~ price differential to the central computer in the central database.

7. **(Currently Amended)** The method of Claim 6, further comprising:

~~recording at least one of the customer identification and a store identification; and~~

~~recurrently receiving uploading the at least one of the customer identification and a store identification; and to the central computer~~

recording the store identification in the price-paid database.

8. **(Currently Amended)** The method of Claim 7, ~~wherein the step of recording comprises~~ further comprising:

~~formatting the price-paid database into one or more columnar entries, wherein the columnar entries include at least one of~~ entries that store the customer identification, the store identification, the ~~purchase item~~ identification, the ~~[[price-paid]]~~ price paid, the inventory list price, ~~[[and]]~~ or the price differential.

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9. **(Currently Amended)** The method of Claim ~~[[8]]~~ 1, wherein ~~the step of publishing at~~
least a portion of the price-paid database comprises:

~~providing on generating~~ a web page that displays the at least a portion of the price-
paid database.

10. **(Currently Amended)** The method of Claim 9, ~~wherein the step of providing comprises~~
further comprising:

~~selecting from receiving, in association with~~ the web page, a selection price-paid-
~~information from at least one of a district, a store-selection, a customer-selection, a brand-~~
~~selection, and or a sales category; and selection within a specified district~~

publishing the at least a portion of the price-paid database via the web page based
on the selection.

11. **(Currently Amended)** The method of Claim 9, ~~wherein the step of selecting comprises~~
1, further comprising:

~~determining one of a zip code and or an area code of the a user; and~~
~~restricting the specified determining an area of a district to for which to provide the~~
at least a portion of price-paid database based on an area within the one of a zip code and-
an or the area code.

12. **(Currently Amended)** The method of Claim 9, ~~wherein the step of selecting comprises~~
1, further comprising:

~~determining one of a remote district, a regional district, and or a national district for~~
~~the of a user; and~~

~~restricting the specified determining an area of a district for which to provide the at~~
least a portion of price-paid database based on to an area within the one of a remote
district, ~~[[a]]~~ the regional district, and a or the national district.

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13. **(Currently Amended)** The method of Claim 9, ~~wherein the step of providing comprises~~
further comprising:

~~selecting from receiving, in association with the web page, a selection of a district~~
~~for which to publish the at least a portion of the price-paid information from stores within a~~
~~specified district database; and~~

providing the at least a portion of the price-paid database via the web page based
on the selection.

14. **(Currently Amended)** The method of Claim 1, 2, ~~wherein the step of obtaining the~~
~~information comprises further comprising:~~

~~recurrently requesting transfer of the identification and the price-paid from the~~
~~checkout computer to the central computer containing the price-paid database price paid.~~

15. **(Currently Amended)** The method of Claim ~~[[14]]~~ 1, further comprising:

~~recurrently requesting transfer of at least one of an inventory list price and or a~~
~~price differential between the inventory list price and the price paid to the central~~
~~computer.~~

16. **(Currently Amended)** The method of Claim 15, further comprising:

~~recurrently requesting transfer of at least one of a customer identification and or a~~
~~store identification to the central computer.~~

17. **(Currently Amended)** The method of Claim 16, ~~wherein the step of recording comprises~~
further comprising:

~~formatting the price-paid database into one or more columnar entries that store,~~
~~wherein the columnar entries include at least one of the customer identification, the store~~
~~identification, the purchase item identification, the [[price-paid]] price paid, the list price,~~
~~and the price differential.~~

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18. **(Currently Amended)** The method of Claim 17, wherein ~~the step of publishing~~
providing at least a portion of the price-paid database comprises:

~~providing on generating a web page that displays the at least a portion of the price-~~
paid database.

19. **(Currently Amended)** The method of Claim 18, wherein ~~the step of providing comprises~~
further comprising:

~~selecting from receiving, in association with the web page, a selection price-paid-~~
information from at least one of a district, a store selection, a customer selection, a brand-
selection, and or a sales category; and selection within a specified district

providing the at least a portion of the price-paid database via the web page based
on the selection.

20. **(Currently Amended)** The method of Claim 18, wherein the step of selecting comprises:

determining ~~one of~~ a zip code ~~and or~~ an area code of ~~the a~~ user; and

~~restricting the specified~~ determining an area of a district for which to provide the
price-paid database based on the to an area within the one of a zip code and an or the area
code.

21. **(Currently Amended)** The method of Claim 18, wherein ~~the step of selecting comprises~~
further comprising:

determining ~~one of~~ a remote district, a regional district, ~~and or~~ a national district ~~for~~
~~the of~~ a user; and

~~restricting the specified~~ determining an area of a district for which to provide the at
least a portion of price-paid database based on to an area within the one of a remote
district, ~~[[a]]~~ the regional district, and a or the national district.

22. **(Currently Amended)** The method of Claim 18, wherein ~~the step of providing comprises~~
further comprising:

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receiving, selecting from in association with the web page, price-paid information from stores within a specified a selection of a district; and
providing the at least a portion of the price-paid database based on the selected district.

23. (Cancelled)

24. (Currently Amended) A system ~~for enabling a user to obtain pseudo-real time data on~~
of providing prices paid for purchased items at a plurality of retail stores, comprising:

~~a scanner configured to determine an identification of the purchased items;~~
~~a checkout computer connected to the scanner and configured to determine a price-~~
~~paid for each of the purchased items; and~~

a central computer remote from the a retail stores and store, wherein the central computer is configured to:

~~record receive from the plurality of retail store stores in a price-paid-~~
~~database at least one of an item an identification of a purchased item and a price~~
~~paid for the price-paid for each of the purchased item after a predetermined~~
~~number of purchases have been made from the retailer; items, to recurrently obtain~~
~~on a predetermined schedule information on the price paid for each of the~~
~~purchased items from the retail stores, and to~~

record in a price-paid database remote from the retail store the
identification and the price paid; and

publish at least a portion of the price-paid database.

25. (Currently Amended) The system of Claim 24, wherein the central computer is further
scanner is configured to: determine

receive a customer identification associated with the purchased item; and
record the customer identification in the price-paid database.

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26. **(Currently Amended)** The system of Claim 25, wherein the ~~scanner is configured to scan at least one of~~ customer identification is scanned from a frequent shopper card, a credit card, a club member card, ~~and~~ or a debit card.

27. **(Currently Amended)** The system of Claim 25, wherein the customer identification is scanned from ~~scanner is configured to scan at least one of~~ a fingerprint, ~~retinal scan a~~ retina, ~~and~~ or a signature.

28. **(Currently Amended)** The system of Claim 24, wherein the ~~checkout~~ central computer is further configured to:

~~record a customer identification and the price paid for each of the purchased items in a checkout computer and recurrently upload~~ receive the recorded identification and the ~~price paid to the central computer~~ price paid.

29. **(Currently Amended)** The system of Claim 28, wherein the ~~checkout~~ central computer is further configured to:

~~compare the price paid to~~ receive an inventory list price, ~~record at least one of the inventory list price and~~ price or a price differential between the inventory list price and the price ~~paid, paid and recurrently upload the at least one of the inventory list price and the price differential to the central computer.~~

30. **(Currently Amended)** The system of Claim 29, wherein the ~~checkout~~ central computer is further configured to:

~~record at least one of the customer identification and~~ receive a store identification and recurrently upload the ~~at least one of the customer identification and a store identification to the central computer~~ record the store identification in the price-paid database.

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31. **(Currently Amended)** The system of Claim 30, wherein the central computer is further configured to:

format the price-paid database into columnar entries, wherein the columnar entries include at least one of the customer identification, the store identification, the purchase item identification, the price-paid, the list price, and the price differential.

32. **(Currently Amended)** The system of Claim 31, wherein the central computer is further configured to:

publish generate a web page including that displays the at least a portion of the price-paid database.

33. **(Currently Amended)** The system of Claim 32, wherein the central computer is further configured to:

receive, in association with the web page, a selection of includes price-paid-
information from at least one of a district, a store selection, a customer selection, a brand-
selection, and or a sales category; and selection within a specified district
generate the web page based on the selection.

34. **(Currently Amended)** The system of Claim 24, wherein the central computer is further configured to:

recurrently request transfer of the identification and the price paid from the
checkout computer price paid.

35. **(Currently Amended)** The system of Claim 34, wherein the central computer is further configured to:

recurrently request transfer of at least one of an inventory list price and or a price
differential between the inventory list price and the price paid from the checkout-
computer.

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36. **(Currently Amended)** The system of Claim 35, wherein the central computer is further configured to:

recurrently request transfer of ~~at least one of~~ a customer identification and or a store identification from the checkout computer.

37. **(Currently Amended)** The system of Claim 36, wherein the central computer is further configured to:

format the price-paid database into columnar entries, wherein the columnar entries include ~~at least one of~~ the customer identification, the store identification, the purchase item identification, the ~~[[price-paid]]~~ price paid, the list price, ~~and or~~ the price differential.

38. **(Currently Amended)** The system of Claim 37, wherein the central computer is further configured to ~~publish~~ generate a web page that displays the at least a portion of including the price-paid database.

39. **(Currently Amended)** The system of Claim 38, wherein the central computer is further configured to:

receive, in association with the web page, includes price-paid information from at least one of a selection of a district, a store selection, a customer selection, a brand-selection, and or a sales category; and selection within a specified district
publish the at least a portion of the price-paid database based on the selection.

40-49. **(Cancelled).**

50. **(Currently Amended)** The method of Claim 1, ~~wherein the step of recording comprises~~ further comprising:

sequentially requesting recurrently recording the identification and the price paid from the retailer as part of a sequential request for identifications of purchase items and prices paid for the purchase items from a plurality of retailers.

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~~at a point of sale received from a sequential request from the central computer to a checkout computer at each of the retail stores.~~

51. **(Currently Amended)** The system of Claim 24, wherein the central computer is further configured to:

sequentially request ~~recurrently record~~ the identification and the price paid from the retailer as part of a sequential request for identifications of purchase items and prices paid for the purchase items from a plurality of retailers.

~~at a point of sale received from a sequential request from the central computer to the checkout computer at each of the retail stores.~~

52-55. **(Cancelled).**

56. **(New)** A computer-implemented method of providing a price paid for a purchased item, comprising:

processing, by a computer of a retailer, a purchase transaction that includes an identification of an item and a price paid for the item;

determining, by the computer, a number of purchases that have occurred at the retailer; and

causing, by the computer, the identification and the price paid to be communicated to a central computer remote from the retailer after the number of purchases meets or exceeds a predetermined number of purchases.

57. **(New)** The computer-implemented method of claim 56, wherein determining the number of purchases comprises:

incrementing, by the computer, a transaction variable that indicates the number of purchases.

58. **(New)** The computer-implemented method of claim 57, further comprising:

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resetting, by the computer, the transaction variable after the identification and the price paid is communicated to the central computer.

59. **(New)** The computer-implemented method of claim 56, further comprising:

determining, by the computer, a customer identification associated with the purchased item; and

causing, by the computer, the customer identification to be communicated to the central computer.

60. **(New)** The computer-implemented method of claim 59, wherein determining the customer identification comprises:

scanning a frequent shopper card, a credit card, a club member card, ~~and~~ or a debit card.

61. **(New)** The computer-implemented method of claim 59, wherein wherein determining the customer identification comprises:

scanning a fingerprint, a retina, or a signature.

62. **(New)** The computer-implemented method of claim 56, further comprising:

recurrently communicating, by the computer, the identification and the price paid to the central computer.

63. **(New)** The computer-implemented method of claim 56, further comprising:

comparing, by the computer, the price paid to an inventory list price;

determining, by the computer, a price differential between the inventory list price and the price paid; and

causing, by the computer, the inventory list price or the price differential to be communicated to the central computer.

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64. **(New)** The computer-implemented method of claim 56, further comprising:
receiving, by the computer, a request from the central computer to transfer the identification and the price paid.
65. **(New)** The computer-implemented method of claim 56, further comprising:
receiving, by the computer, a request from the central computer to transfer an inventory list price and a price differential between the inventory list price and the price paid.
66. **(New)** A system of providing a price paid for a purchased item, comprising:
a computer at a retailer, the computer configured to:
process a purchase transaction that includes an identification of an item and a price paid for the item;
determine a number of purchases that have occurred at the retailer; and
cause the identification and the price paid to be communicated to a central computer remote from the retailer after the number of purchases meets or exceeds a predetermined number of purchases.
67. **(New)** The system of claim 66, wherein the computer is configured to:
increment a transaction variable that indicates the number of purchases.
68. **(New)** The system of claim 67, wherein the computer is further configured to:
reset the transaction variable after the identification and the price paid is communicated to the central computer.

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69. (New) A computer readable medium storing instructions that when executed by a processor configures the processor to:

receive an identification of a purchased item and a price paid for the purchased item from a retailer after a predetermined number of purchases have been made from the retailer;

record in a price-paid database remote from the retailer the identification and the price paid for the purchased item; and

publishing at least a portion of the price-paid database.